

**DRAFT MINUTES**  
**WESTWOOD VILLAGE IMPROVEMENT ASSOCIATION**  
**GENERAL MEETING of the**  
**BUSINESS ATTRACTION AND RETENTION COMMITTEE**  
**February 7, 2018**

Committee Members Present: John Heidt, Dean Abell, Jim Brooks, Peter Clinco, Josh Weisman  
Committee Members Absent: Kevin Crummy  
WVIA Staff Present: Andrew Thomas, Megan Furey  
Others Present: Steve Sann

The meeting was called to order at 9:00 a.m.

**I. Roll Call**

**II. Public Input**

There was no public comment.

**III. Staff Report**

Andrew Thomas informed the Committee that the Westwood marketing document is currently being revised by TOPA brokers RKF. Jim Brooks added that he would reach out to RKF to push for the final product. Native files may not be released to the WVIA. Megan Furey updated the Committee on upcoming events in the district including: Paper Source at the Westwood Village Farmers Market for Valentine's Day, the 90's Bar Crawl, UCLA Seniors Night Out, and an Apple Pay event.

**IV. Agenda Items**

**A. Committee Elections**

Josh Weisman made the motion, seconded by John Heidt, to elect John Heidt as Chair and Dean Abell as Vice-Chair of the Business Attraction and Retention Committee. All in favor.

**B. Regular Meetings**

Jim Brooks made the motion, seconded by Josh Weisman, to schedule the regular meetings of the Business Attraction and Retention Committee on the first Wednesday of the month at 8:30AM.

**C. Monthly WVIA Marketing Report**

Staff presented a draft monthly marketing report to the Committee. Included in the report are segments on events, movie premiers and screenings, social media, news media, new businesses, and upcoming meetings.

The Committee asked to change the title of the report to Marketing and Events Review, and also asked that Staff work to include the number of people attending specific events. The Committee asked that the events be listed with bullet points. The Committee also asked for captions under photos, to include office tenants in the New Business section, and to remove Upcoming Meetings and replace it with Upcoming Events and Premiers. Peter Clinco made the motion, seconded by Dean Abel to begin creating and distributing the document as amended. All in favor.

The Committee asked Staff to inquire with movie premier production companies about the WVIA obtaining a standing two tickets for events.

**D. Westwood Village/UCLA Block Party Event**

Josh O'Connor from UCLA Residential Life informed the Committee that UCLA viewed the 2017 Block Party event as a success and would like to continue the event in 2018 on Sunday, September 23rd. The Committee discussed expanding the footprint of the event to include from Weyburn Avenue to its alley, to the west of Broxton. This would allow vehicular traffic to still access the Broxton parking structure but allow for additional programmed space plus a closed walk-way for pedestrians. The Committee also discussed increasing merchant involvement, adding activities, creating a SWAG bag for visitors, adding a WVIA booth, potential sponsorships, and how to add events or create awareness for the parents of students during Welcome Week, which is from September 18<sup>th</sup> – 23<sup>rd</sup>.

Josh O'Connor committed to return to the Committee with updates on the event's progress.

**E. Events in the District - Spring Music Events**

Andrew Thomas informed the Committee that he had outreached to UCLA's music department and the department is

interested in programming musical entertainment in the district for one day each week, over four consecutive weeks in April. The Committee discussed options and directed Staff to hold the first three musical programs within the Westwood Village Farmers Market, at the Broxton, Kinross, and Westwood Blvd intersection, and the final musical program will be held on North Broxton, which will require a street closure. Staff will return to the music department to gauge their interest for this plan.

#### **V. Adjournment**

The meeting adjourned at 10:40 a.m.

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